

"DON'T SMOKE" is advice
hard for patients to swallow.
May we suggest "SMOKE
PHILIP MORRIS" instead?
Tests showed 3 out of every
4 cases of smokers' cough
cleared on changing to Philip
Morris. *May we send you the
studies themselves?*

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

Please send me copies of the reprints checked.

☐ Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245—"Pharmacology of Inflammation: III. Influence of Hygroscopic Agents on Irritation From Cigarette Smoke."

☐ N. Y. State Jour. Med. 1935, 35-No. 11,590—"Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents."

☐ Laryngoscope, 1935, XLV, No. 2, 149-154—"Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes."

☐ Laryngoscope, 1937, XLVII, 58-60—"Further Clinical Observations on the Influence of Hygroscopic Agents in Cigarettes."

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